T09260 "4123560

FIG. 1

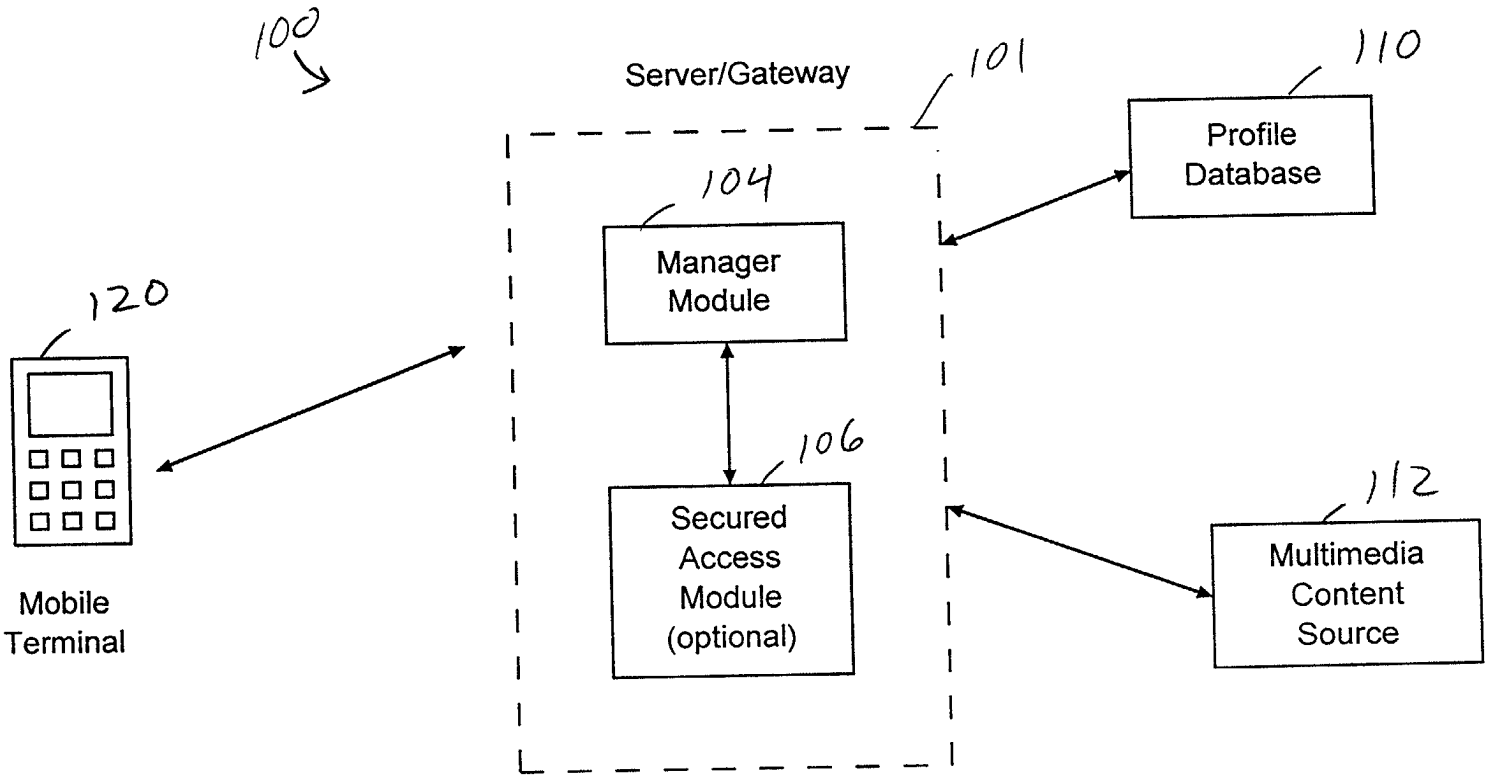


FIG. 2

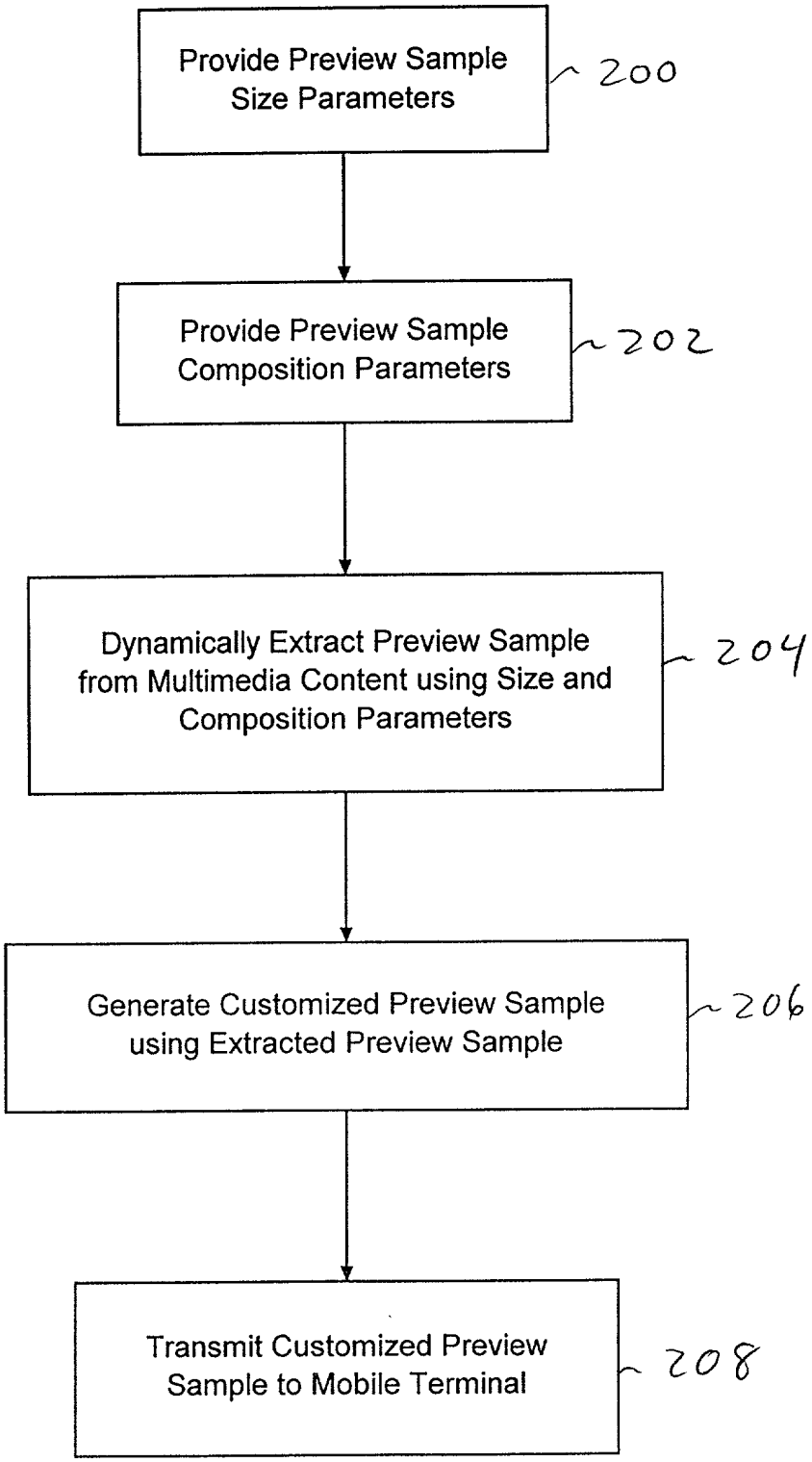

Provide Preview Sample Size Parameters
200
Provide Preview Sample Composition Parameters
202
Dynamically Extract Preview Sample from Multimedia Content using Size and Composition Parameters
204
Generate Customized Preview Sample using Extracted Preview Sample
206
Transmit Customized Preview Sample to Mobile Terminal
208

FIG. 3

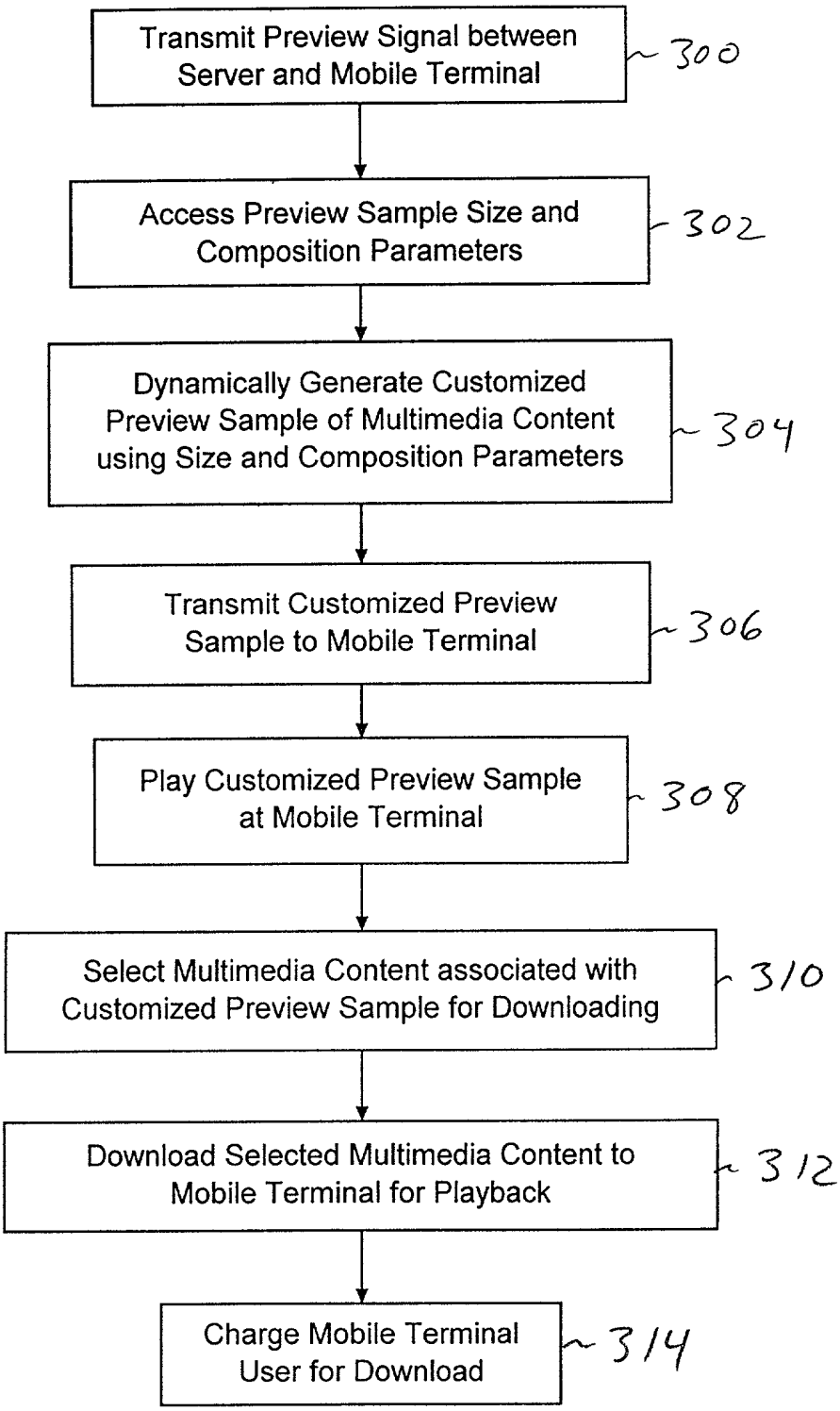
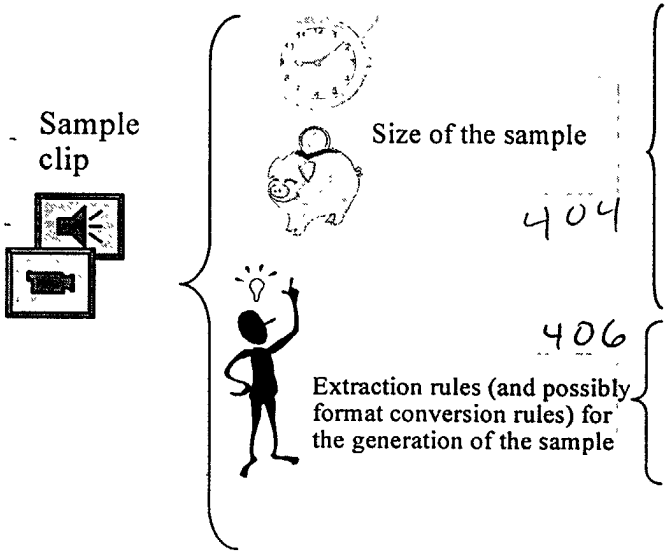

Transmit Preview Signal between Server and Mobile Terminal
300
Access Preview Sample Size and Composition Parameters
302
Dynamically Generate Customized Preview Sample of Multimedia Content using Size and Composition Parameters
304
Transmit Customized Preview Sample to Mobile Terminal
306
Play Customized Preview Sample at Mobile Terminal
308
Select Multimedia Content associated with Customized Preview Sample for Downloading
310
Download Selected Multimedia Content to Mobile Terminal for Playback
312
Charge Mobile Terminal User for Download
314

FIG. 4



402

Input parameter	Source of input parameter
Maximum sample downloading time/cost	Set by service/content provider (or user)
E2E mean bit rate value of the PDP context	Query from - user profile of 3G (MEXe) terminal or - e.g. GGSN (estimated value) or a 'statistical QoS value'
Sample composition rules (e.g. position of the sample within the content item /track)	Defined by service/content provider (rules can be global or item specific rules)
Available multimedia capabilities in user's terminal	Query from profile databases (using e.g. UAHeader info) or capability negotiation with the terminal (e.g. UAProf)

FIG. 5

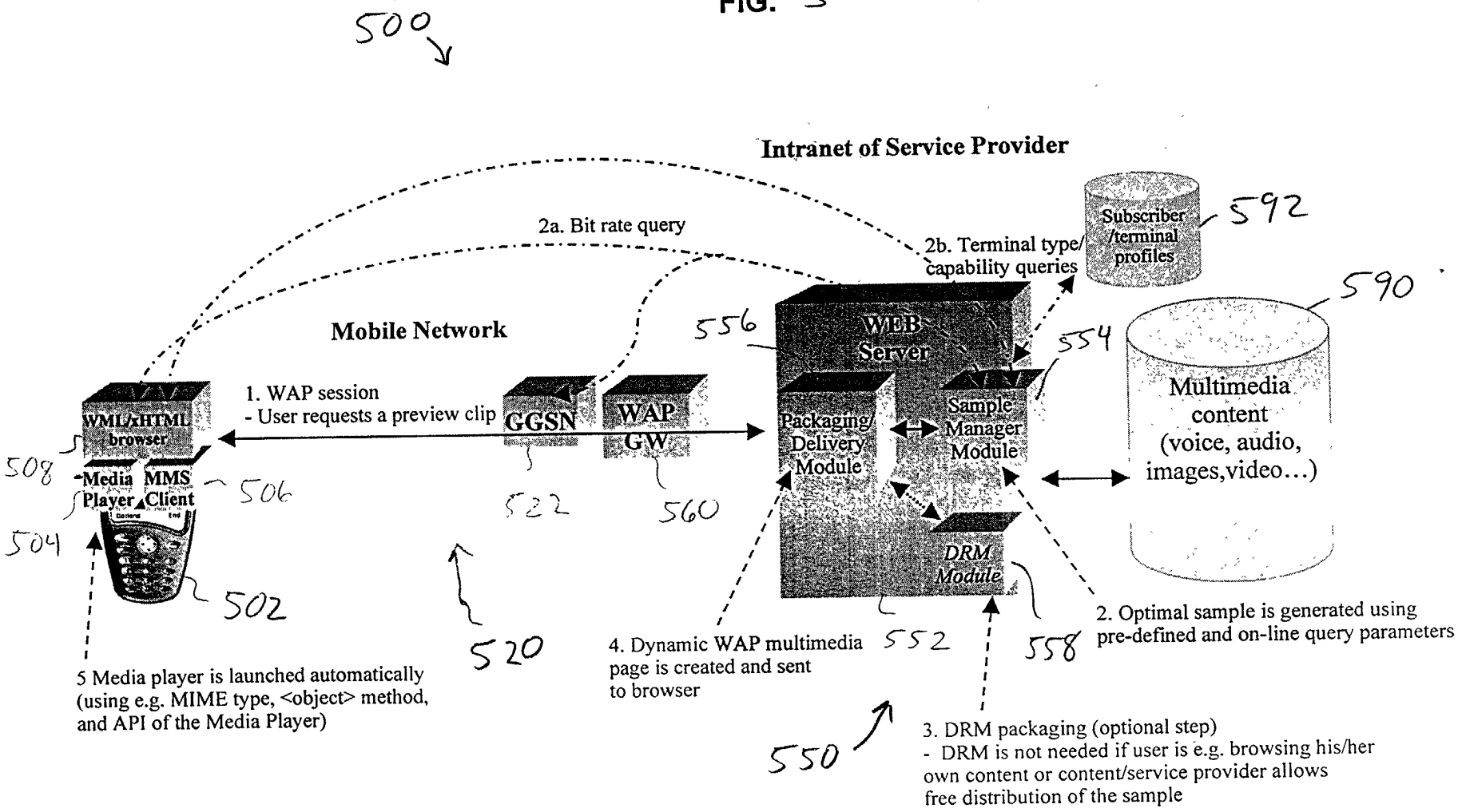
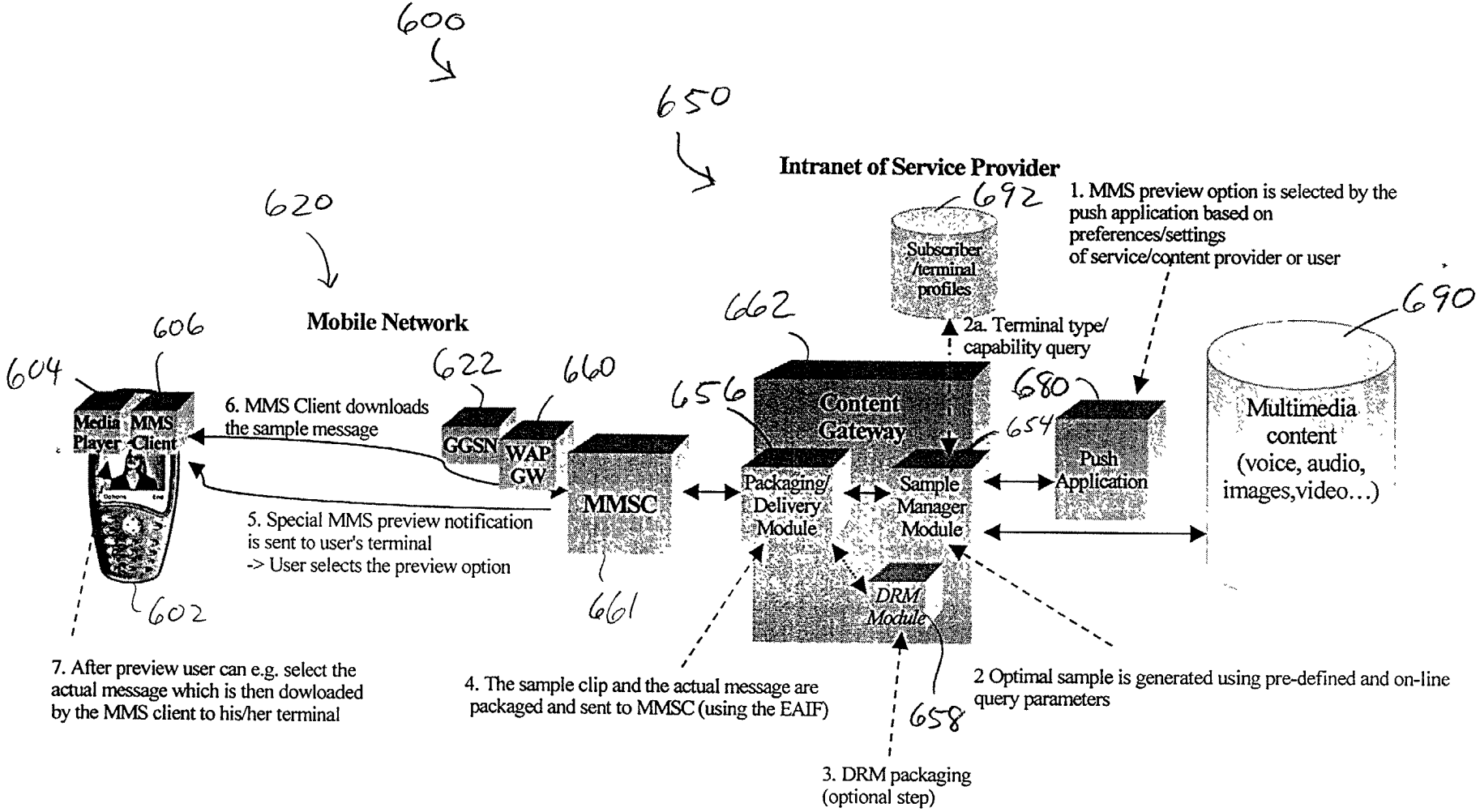

500
Intranet of Service Provider
2a. Bit rate query
2b. Terminal type/ capability queries
Subscriber /terminal profiles
592
590
Mobile Network
556
WEB Server
554
1. WAP session
- User requests a preview clip
GGSN
WAP GW
Packaging/ Delivery Module
Sample Manager Module
Multimedia content (voice, audio, images,video…)
WML/xHTML browser
Media Player
MMS Client
508
506
504
522
560
DRM Module
502
520
552
558
2. Optimal sample is generated using pre-defined and on-line query parameters
4. Dynamic WAP multimedia page is created and sent to browser
5 Media player is launched automatically (using e.g. MIME type, <object> method, and API of the Media Player)
550
3. DRM packaging (optional step)
- DRM is not needed if user is e.g. browsing his/her own content or content/service provider allows free distribution of the sample

FIG. 6


600
650
620
Intranet of Service Provider
Mobile Network
692
Subscriber /terminal profiles
1. MMS preview option is selected by the push application based on preferences/settings of service/content provider or user
662
2a. Terminal type/ capability query
690
606
604
622
660
656
680
654
Media Player
MMS Client
GGSN
WAP GW
MMSC
Content Gateway
Packaging/ Delivery Module
Sample Manager Module
Push Application
Multimedia content (voice, audio, images,video…)
6. MMS Client downloads the sample message
5. Special MMS preview notification is sent to user's terminal
-> User selects the preview option
602
661
DRM Module
658
7. After preview user can e.g. select the actual message which is then dowloaded by the MMS client to his/her terminal
4. The sample clip and the actual message are packaged and sent to MMSC (using the EAIF)
2 Optimal sample is generated using pre-defined and on-line query parameters
3. DRM packaging (optional step)